

**Rationale for Proposed Bachelor's Degree in Concrete Technology
At Alpena Community College
Alpena, Michigan
July 2009**

1. Success of nation's only associate of applied science program in concrete technology at Alpena Community College = instant brand identity recognition and status

For forty year concrete technology has indeed been the flagship program at ACC, now with four full-time instructors, support from a \$1.9 million expansion/improvement grant from the US Department of Labor, strong industry partnerships, multiple job offers for nearly all graduates in the starting salary range of \$30-35,000, and excellent facilities (see below). Local resources in Alpena include world headquarters for the Besser Company (manufacturer of equipment for producing concrete masonry units) and the Lafarge-North America Alpena Plant (producer of cement).

2. The World Center for Concrete Technology on the ACC campus

The WCCT is a 42,000 square foot building dedicated to concrete technology with classrooms, labs, instructional technology, and other resources fully capable of supporting a bachelor's degree program.

3. Consistent support for ACC to enter bachelor's degree programming from the WCCT Partner's Council, the ACC Concrete Technology Advisory Committee, and a recent panel discussion on the ACC campus by concrete industry leaders

4. Success of related degree programs at four universities

Text from *The Concrete Producer Online* (edition of December 19, 2007)
CIM = Concrete Industry Management

Receiving tremendous support from the concrete industry, the CIM program was the first of its kind in United States—a four-year Bachelor of Science degree in Concrete Industry Management. The need for such a program was recognized in 1994 and was put into action by the concrete industry. The end-result was a partnership between the concrete industry and Middle Tennessee State University (MTSU) to develop the CIM program, implementing it with its first two students in 1996. Available at MTSU, Arizona State University, California State University, Chico and the New Jersey Institute of Technology, the program has been successful for both the industry and the graduates.

The goal of the program is to produce broadly educated, articulate graduates grounded in basic construction management, who are knowledgeable of concrete technology and techniques and are able to manage people and systems as well as promote products or services related to the concrete industry. It entails a broad range of courses, from English and history to science and mathematics. A series of required business courses such as finance, marketing, management and business law are also taken throughout the length of the program.

The concrete-specific courses teach the fundamentals of concrete, properties and testing, concrete construction and more. All of these courses provide much more than what is simply in the text—they

emphasize problem solving, quality assurance and customer satisfaction. They utilize practical case studies and an internship to make sure the student obtains real-world experience essential to starting a successful career. Additional opportunities for growth include on-campus socials and other organized events providing industry networking and professional development. To learn more about the program, visit www.concretedegree.com.

5. Statement of industry demand

Text from the CIM website (www.concretedegree.com)

The need for people with enhanced technical, communication and management skills to meet the growing demands of the progressively changing concrete industry of the 21st Century prompted the development of the Concrete Industry Management (CIM) program. . . . CIM has tremendous support from the concrete industry. The need for such a program was recognized in 1994 and was put into action by the concrete industry. What resulted was a partnership between the concrete industry and Middle Tennessee State University (MTSU) to develop the CIM program. The result has been a successful program for both the industry and the graduates. This success coupled with the continued need for industry-educated graduates, has brought about the expansion of the CIM program to Arizona State University , New Jersey Institute of Technology, California State University - Chico and Texas State University - San Marcos.

6. USA Today article (edition of July 17, 2007) on CIM program at Middle Tennessee State University

Middle Tennessee, located about 30 miles southeast of Nashville, started the first-ever concrete industry management major in 1996 with only two students. Now there are more than 360 students enrolled in this program designed to train the future concrete industry managers and executives, and the idea is spreading to other American universities.

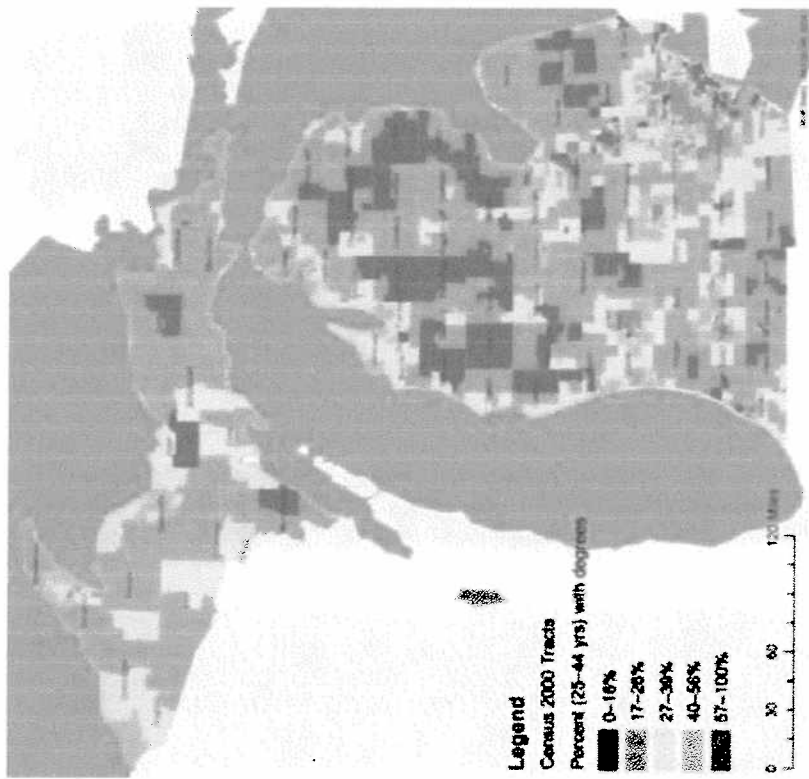
Concrete majors have ranked among the Middle Tennessee's top three highest-paid graduates every year since the program's inception, the university says. Every graduate gets a job, and they earn about \$42,000 per year on average.

The concrete industry saw the current generation of managers was getting older, but there was no cooperative program to train new executives for what has become a quickly growing market.

American concrete production nearly doubled from 1990 to 2006, when the industry cranked out 243 million cubic tons of what has become the world's most popular building material.

7. The ACC distinctive

As envisioned by ACC instructional leaders and concrete technology faculty members, and based on the technical resources of the WCCT, the ACC bachelor's degree would have a more technical emphasis than existing CIM programs without sacrificing the management curriculum that would translate into promotability for graduates.



SOURCE: U.S. Census Bureau; University of Michigan Center for Statistical Consultation and Research

29 October 2009

The Honorable Tim Melton, Chairman
Members of the Michigan House of Representatives Education Committee
State Capitol
Lansing, Michigan

Dear Chair Melton and Education Committee Members:

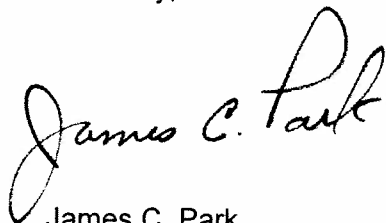
The State of Michigan has an important opportunity to seize by granting community colleges the authority to offer bachelor degree programs. This can be accomplished by implementing a key recommendation indicated in the Final Report of the Lt. Governor's Commission on Higher Education and Economic Growth ("expand access to baccalaureate institutions and degrees"). HB 4837 has been introduced by an Education Committee member, Representative John Walsh (R-Livonia), in order to enable community colleges with specialized training expertise in concrete technology, nursing, and culinary arts to meet labor market demands in these applied technology fields.

In Alpena, where major sectors of the regional economy are represented by the cement industry and manufacturing of equipment for concrete products, and where the nation's only associate's degree in concrete technology is offered through the renowned World Center for Concrete Technology, the logic of Representative Walsh's bill is obvious. For this reason, many local units of government, civic groups, and economic development organizations have formally endorsed resolutions on behalf of baccalaureate authority for Alpena Community College.

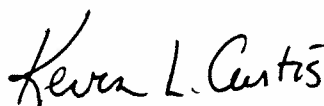
Over time ACC has amply demonstrated fidelity to high standards of partnership with many concrete industry organizations across the region, around the state, and throughout the nation, including Besser Company. Since our area only attains bachelor degrees at half of the state rate, the citizens of Northeast Michigan would benefit greatly from having more opportunities to advance their education beyond the associate degree level.

We heartedly endorse HB 4837 and will pledge our support for ACC's implementation of bachelor degree programs when it is approved by the Legislature and signed by the Governor.

Sincerely,



James C. Park
Chairman, Besser Company



Kevin L. Curtis
President and CEO, Besser Company

World Headquarters
801 Johnson Street
Alpena, Michigan 49707 USA

Phone: 989.354.4111

Fax: 989.354.3120

besser.com



Cement

October 29, 2009

The Honorable Tim Melton, Chairman

Members of the Michigan House of Representatives Education Committee

State Capitol

Lansing, Michigan

Dear Chairman Melton and Members of the House Education Committee:

By way of implementing a key recommendation of the Final Report of the Lt. Governor's Commission on Higher Education and Economic Growth ("expand access to baccalaureate institutions and degrees"), the State of Michigan has an important opportunity to seize by granting community colleges the authority to offer bachelor's degree programs. House Bill 4837 has been introduced by Representative John Walsh, in order to enable community colleges with specialized training expertise in concrete technology, nursing, and culinary arts to meet labor market demands in these applied technology fields.

In Alpena, where major sectors of the regional economy are represented by the cement and concrete industries, and where the nation's only associate's degree in concrete technology is offered through the renowned World Center for Concrete Technology, the logic of Representative Walsh's bill is clear. For this reason, many local units of government, civic groups, and economic development organizations have formally endorsed resolutions on behalf of baccalaureate authority for Alpena Community College.

Over time, ACC has amply demonstrated fidelity to high standards of partnership with many concrete industry organizations across the region, around the state, and throughout the nation, including Lafarge. With a rate of bachelor's degree attainment only half of the state's, the citizens of Northeast Michigan would benefit greatly from having more opportunities to advance their education beyond the associate degree level.

Accordingly, I endorse House Bill 4837 and will pledge our support for ACC's implementation of bachelor's degree programs when it is approved by the Legislature and signed by the Governor.

Respectfully,

A handwritten signature in black ink, appearing to read 'David Dziubinski'.

David Dziubinski, Plant Manager
Lafarge Alpena Cement Plant

GREAT LAKES REGION – ALPENA PLANT

1435 Ford Avenue, Alpena, MI 49707

OFFICE: (989) 354-4171 FAX: (989) 354-2223

Web: www.lafargenorthamerica.com